

## AD-SELL MEN OPEN CAMPAIGN

Each Member to Bring Guest  
to Future Banquets—Mac  
Martin Speaks.

The opening bomb in a membership campaign to be conducted this fall and winter was fired last night at the fall meeting and banquet of the Ad-Sell league. Plans determined by the board of governors which met just prior to the banquet were announced at the meeting. Mac Martin of The Minneapolis Advertising Forum was the speaker of the evening. His remarks were confined to the history and working plan of Minneapolis advertisers' clubs.

As announced by E. C. Weir of Dowagiac, Mich., chairman of the evening, the tentative plans for the membership campaign for increasing the league's roster have been thoroughly worked out. At future meetings, the dates of which are to be announced later, each member will be requested to bring with him one guest. Each member of the board of governors will bring two guests, and it is hoped in this way to arouse active interest in the Ad-Sell league.

**Name Boosting Committee.**  
In addition to this, prominent Ad-Sell men, "live wires" in the cities in which they live, from the towns around South Bend have been appointed by the board of governors to boost the campaign in their respective cities. These men are A. G. Willis, St. Joseph, Mich.; A. H. Lord, Elkhart; G. F. Richardson, Goshen; L. J. Ritchie, Dowagiac, Mich.; and C. R. Stevenson and N. S. Gingrich of Mishawaka.

John DeHaven, secretary of the league, announced that details for bringing the advertiser's play to South Bend under the auspices of the Ad-Sell league, "It Pays to Advertise," had been completed. The drama will come to this city Dec. 7 and 8 and, according to Mr. DeHaven, the Ad-Sell league has been offered an attractive proposition by Cohan and Harris, under whose direction the play is staged. Twenty-five per cent of the ticket sale of the first night's performance will go into the club's coffers.

A copy of resolutions adopted by the league upon the retirement of their former president, C. R. Trobridge of Mishawaka, was presented at the banquet last night. An engraved copy was made by the Catalog Service Co. and presented in behalf of the league by H. H. Roemer.

Mr. Martin's address on "How the Departmental Plan Works" dealt chiefly with anecdotes and stories in connection with the growth and organization of the Minneapolis forum, of which he was formerly president.

**What Departmental Plan Is.**  
"The departmental plan," said the speaker, "is nothing other than the matter of competitors in any one line of trade getting together and discussing advertising and trade conditions among themselves that some benefits may accrue to the retailers as a whole. An advertising man or a retailer often learns after coming in contact with others in the same line of work, that he does not know nearly as much about the business he is in as he thinks he does. Men in the same line of work, and especially in the kind of work that these men are doing, should tell each other their plans, their weaknesses, that they may help one another. In our city it has worked beautifully. It has made advertising—the craft I am speaking of—more powerful, a more potent factor, than ever before. I could enumerate countless examples of what it has done in Minnesota."

"But it is impossible to do this, to cooperate where there are only a few points of contact. Conditions must be so that one fellow will tell another about it, exchange ideas, and work for the betterment of the trade."

"It was not so long ago that we decided to print a weekly paper. The circulation was only to be 150, the issues going to advertisers and advertising men. We thought it would be impossible to get retailers to advertise with such a small circulation as that. However, one or two merchants volunteered to give us a little space. Later we learned that orders of \$150 and \$175 had been secured through the advertisement that appeared in this little weekly publication. At a meeting of merchants similar to this, we explained to the merchants our proposition, and in five minutes we had enough space subscribed to keep us running one year. The purpose, you see, of the paper, was to spread the good work among advertisers and to establish and maintain a closer feeling of interdependence."

**Musical Program Given.**  
A musical program offered by Notre Dame students featured the evening's entertainment. A quartet composed of Ward Ferrott, James Foley, Frank Welch and Fritz Slackford sang several numbers which were enthusiastically received. Master Shannon from the minum's department at the university was the soloist.

Preliminary plans for boosting the "on to Philadelphia" spirit among the members of the league were formulated last night. H. H. Roemer is chairman of a committee to see that South Bend has a representative turnout at the spring convention in Philadelphia of the Associated Advertising Clubs of the World.

About 65 were in attendance at the banquet.

### TELL OF LIFE IN INDIA

German Missionary and Wife Speak  
at St. Peter's Church.

Customs, costumes and manners of the people of India were told in detail last night by Rev. and Mrs. K. W. Notort at the St. Peter's German Evangelical church. They have been in the missionary work in British India for 23 years and told many interesting stories to a large congregation.

Missionary work and what it has done for that country during the past two decades has proved that wonderful things can be accomplished in that short time, said Rev. Notort. Customs which were hideous have been changed and the country as a whole has shown more improvement than any other country in that length of time.

Many stories of the savage manner in which the natives of that land treated them during the first few years were told by Mr. and Mrs. Notort.

# "This is why they go so good"

(A few "quick-reading" facts about one of the most remarkable cigarettes ever made)

In town after town—in state after state, as fast as they are introduced—Favorite Cigarettes leap into big favor almost instantly.

In several cities during the past few months, Favorites have jumped from being an unknown brand to the biggest selling cigarette in those cities.

No other cigarette has ever shot ahead without help so fast as Favorites.

For, mind you, Favorite Cigarettes gained their tremendous popularity absolutely unassisted—before they were advertised—without being pushed—without help of any kind.

What is it, then, that makes Favorites "go so good"?

There's no mystery about it. What reason could there be except that it's **JUST BECAUSE THEY'RE SO GOOD!**

It is just because there's something about that all-pure, natural leaf tobacco in Favorites and something about the way in which it is blended

that gives Favorites an unusually good taste—a taste that the majority of men like.

If you have not yet tried Favorite Cigarettes, we say simply this:

"Favorites are mighty good. They are pure. Most men like them. Just try them and see what YOU think."

Why add more?

Urging alone won't make a man smoke a brand of cigarettes unless he likes them. A smoker is pretty careful what he chooses. Printed facts alone won't convince you that a cigarette is good.

You must try it.

And that try out of Favorites is the clincher that has won all the friends for Favorites wherever they have been introduced.

It isn't surprising that Favorite sales are leaping ahead every day. Men don't wait for the next fellow when they find a cigarette as good as Favorites. *Liggett & Myers Tobacco Co.*

**EXTRA good tobacco—that's why they "go so good"**



# FAVORITE

## CIGARETTES

10 FOR 5¢

IN THE RED AND GOLD PACKAGE. AT YOUR NEAREST DEALER.